

# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 24, 1998

RJR Account #«SIS»  
«NAME»  
«ACCOUNT»

**MAY CAMEL PROMOTION #800101: BUY 2-PACKS GET FREE T-SHIRT**

Dear «GREETING»:

CAMEL PRODUCT has been ordered (see quantities listed below), as well as «SKUS» SKUs of CAMEL T-SHIRTS (Item #538724) to pack the above promotion for your participating retail accounts. «COMMENTS» All additional pertinent promotional information is listed below:

#/ (12M) Cases

<u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
«STYLE1»	CAMEL FILTER BOX	12300-10312
«STYLE1»	CAMEL LIGHT BOX	12300-10712

«PO»

Product / Premium Arrival: April «SHIPDATE», 1998

Ship Date to Retail: Week of: May 4, 1998

**T-Shirt Displays (Item #538724)**

SKU CUBE: 2.6400

SKU WT (w/o Product): 16.3650 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$«EFT»

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MAY Camel B2GF T-Shirt  
«ACCOUNT»

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs same brand style into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Camel Filter Box / Camel Light Box*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: «CC»

L. E. MacWilliams

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: <https://www.industrydocuments.ucsf.edu/docs/krcn0000>